

Marin Wellness Collaborative

“What we can accomplish together is more than what we can accomplish individually ”

2010 Marin Wellness Collaborative Accomplishments

Overall

- **Marin Wellness Collaborative Leadership Council Strategic Plan**
 - **Key Goals for each environment developed by members;**
- **Annual 2010 Membership Survey completed focusing on policies, walking/biking**
- **Continued build-out of *MarinBeHealth.org* Website**
- **Continued Partnership/Representation on Leadership Council for BANPAC: (Bay Area Nutrition Physical Activity Collaborative).**
- **Partnered with six Bay Area Counties on Soda Free Summer-*Rethink Your Drink* campaign;**

Accomplishments by Community Environments*

- Convened Early Childhood Stakeholders and partners to develop plan to turn curve of childhood obesity; (Early Childhood);
- Provided Farmers Market coupons to School Readiness programs for families to obtain fresh fruit and vegetables; (Early Childhood and Food Systems)
- Provided workshop on nutrition education at First Five Marin’s annual summit meeting; (Early Childhood);
- Collaborated with WIC to do outreach and nutrition education around increasing access to fresh fruits and vegetables; (Early Childhood, WIC)
- Collaborated with Kaiser and other hospitals to spearhead fall prevention plan for seniors; (Senior Care)
- Increase number of hot lunches served to seniors in congregate sites by 35% and home delivered meals by 6%; (Senior Care);
- Collaboratively worked to distribute senior coupons for Marin Farmer’s Markets; (Senior Care);
- Provided technical support, resources related to worksite wellness to at least 10 community organizations, and promoted web site and tool kit ; (Worksite/Healthcare);
- Implemented new KP employee wellness initiative-*LiveWell BeWell* in September 2010.(Worksite/Healthcare);
- Compiled counts at 23 sites (used as benchmarks)-to ascertain an increase in walking and biking; (Public Works)
- Completed several key infrastructure projects to improve the walking and biking network, including Cal Park Tunnel, Alameda Del Prado, Atherton Ave, traffic signal detection improvements, and bike rack program. (PublicWorks and Parks & Open Space)
- Partnered with community organizations to provide Bike Safety and Bike Repair Classes, riding skills for youth provided to schools and community; (Public Works)

- Provided funding for community walks, and studies to analyze potential bicycle/pedestrian improvements; (Public Works)
- Development/Implementation of custom validated CHKS (California Healthy Kids Survey health (including nutrition/physical activity) survey module (in partnership with HMP/Nutrition Wellness Program) to be administered to all Marin school districts. In addition, individual School Surveys developed in 08-09 to assess and track indicators for specific school age populations. (Schools, Healthcare, Public Health)
- Collaborative efforts to promote food stamp EBT cards resulted in a increase use at Farmer's Markets (Food Systems, Public Health)
- Increase in Worksites with Healthy Food Guidelines-including vending, meetings, etc.(Worksites, Healthcare)
- Vendors at Marin County Fair, as well as other venues and community events required to Offer Healthy Food Choices-including Bi National Month events through out Marin and the Marin County Fair.(Public Health, Healthcare)
- Development and distribution of food and nutrition Fact Sheet for Seniors; (Senior Care, Public Health)
- Development and distribution of food and nutrition information and recipes for food stamp eligible population at: CalFresh/food stamp office, food banks, food pantries; Marin Health & Wellness campus, Communities of Excellence (CX³)community organizations and retail food stores working with Nutrition Wellness Program, and WIC; (Public Health)
- Increase in bike use to public parks; (Parks & Open Space)
- Park food vendors now have to offer healthy choices; (Parks & Open Space)
- Communities of Excellence(CX³) state wide project continues in Marin by working with retail stores to promote healthy foods-focusing on Canal census tract and Marin City. (Public Health)
- WIC rolled out of new healthy food package and worked with CX³ project and retail stores to take WIC vouchers and provide healthy foods. (Public Health)
- Piloted the Marin City Farmers Market from June-September 2010, did targeted outreach to community around EBT cards and provided classes at farmers market including intergenerational chef demos at Marin City events. (Food Systems-AIM)
- Engaged at least 20 youth from the four high schools in Novato and San Rafael to promote healthy food options among peers and to increase access to healthy local food at school by creating school gardens, promoting gleaning in their schools and advocating implementation and amendments to district school wellness policies. (Schools/After School/YLI);
- In partnership with youth, evaluated the implementation of the District School Wellness policy in San Rafael and Novato High Schools; (Schools/After Schools/YLI);
- Developed and implemented survey tool to identify elementary and middle school lunchtime practices and recommendation of implementing a Play First/Eat Program.
- Development of new on-line training and assessment for elementary school teachers on importance and integration of nutrition education into school curriculum; (Public Health/Schools);
- Update Health & Wellness section of the MCOE web site to include more nutrition and physical activity resources, etc; (Schools/Public Health);

* reported by Leadership Council-does not include annual Collaborative survey findings